

Platform Seller Report

Platform Seller Report

The **Platform Seller Report** can be used to invoice buyers or reconcile internal transaction records. Using this report, you can view transaction information at the tag level.

For instructions on retrieving this report, see the [Example](#) below.

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Time Frame

The `report_interval` field in the JSON request can be set to one of the following:

- `current_hour`
- `last_hour`
- `today`
- `yesterday`
- `last_48_hours`
- `last_7_days`
- `month_to_yesterday`
- `month_to_date`
- `quarter_to_date`
- `last_month`
- `lifetime`
- `mtd`

Dimensions

Column	Type	Group?	Filter?	Description
month	time	Yes	No	Month.
day	date	Yes	Yes	Day.
hour	date	Yes	Yes	The hour of the auction. <div style="border: 1px solid #f0e68c; padding: 5px; margin-top: 10px;">For impressions older than 100 days, the day will be returned rather than the hour.</div>
year	date	Yes	Yes	Year.
buyer_member_id	int	Yes	Yes	The internal ID of the buying member.
buyer_member_name	string	No	No	The display name of the buying member.
buyer_member	string	No	No	Deprecated.
seller_member_id	int	Yes	Yes	The internal ID of the member.
seller_member_name	string	No	No	The display name of the seller member.
seller_member	string	No	No	Deprecated.
tag_id	int	Yes	No	The ID of the tag.
publisher_id	int	Yes	Yes	The internal ID of the publisher.

publisher_name	string	No	No	The display name of the publisher.
publisher	string	No	No	Deprecated.
size	string	No	No	The size of the creative.
geo_country	string	No	Yes	The display name of the country followed by the ID (AppNexus format).
geo_country_name	string	No	No	Country.
imp_type	string	No	Yes	The type of impression served. Possible values: <ul style="list-style-type: none"> • 1 = blank • 2 = PSA • 3 = default error • 4 = default • 5 = kept • 6 = resold • 7 = RTB • 8 = PSA resulting from a default error • 9 = external impression • 10 = external click
gender	string	No	Yes	The gender of the user.
site_id	int	Yes	Yes	The internal ID of the site.
site_name	string	No	No	The display name of the site.
site	string	No	No	Deprecated.
is_dw	boolean	No	Yes	If true, the impression was served by AppNexus.
bidder_id	int	Yes	Yes	The internal ID of the bidder.
bidder_name	string	No	No	The display name of the bidder.
bidder	string	No	No	Deprecated.
tag_name	string	No	No	The display name of the tag.
tag	string	No	No	Deprecated.
price_bucket_id	int	Yes	No	The ID of the price bucket. For more information about price buckets, see the description of the <code>price_buckets</code> field on the Member Service .
is_delivered	boolean	No	Yes	If true, the impression was served successfully.
cleared_direct	int	No	Yes	If this is set to 1, then the impression was successfully served on direct inventory. Possible values: <ul style="list-style-type: none"> • 0 = not direct inventory • 1 = direct inventory
seller_currency	string	No	Yes	The seller member's selected currency. For a list of supported currencies, see Supported Currencies .
supply_type	string	No	No	The type of inventory. Possible values: <ul style="list-style-type: none"> • "web" • "mobile_web" • "mobile_app"
publisher_code	string	No	No	The custom code for the publisher, entered to correspond to the publisher code within the external system.
site_code	string	No	No	The custom code for the site, entered to correspond to the site code within the external system.
buyer_member_name	string	No	No	The display name of the buyer member.
buyer_member	string	No	No	The display name of the buying member followed by the ID (AppNexus format).

Metrics

Column	Type	Formula	Description
imps	int	imps	The total number of impressions (served and resold).
clicks	int	clicks	The total number of clicks.
imps_delivered	int	imps_delivered	The total number of impressions served successfully.

imps_not_delivered	int	imps_not_delivered	The total number of impressions where someone other than AppNexus served the impression.
seller_revenue	money	seller_revenue	The seller's revenue per impression.
buyer_spend	money	buyer_spend	The amount the buyer pays for the cost of media.
creative_overage_fees	money	creative_overage_fees	The charge for hosted creatives that exceed the creative size limit specified in the buyer member's contract.
auction_service_fees	money	auction_service_fees	The fee charged on RTB bought impressions specified in the buyer member's contract. For example, with a 10% fee, if the buyer spends \$1000 on inventory we then charge them a \$100 fee.
clear_fees	money	clear_fees	The fee specified in the buyer member's contract charged on impressions bought from an external or partner seller.
auction_service_deduction	money	auction_service_deduction	The deduction on RTB bought impressions specified in the buyer member's contract. For example, with a 10% deduction, if they budget \$1000 for their campaign, we take \$100 from that, leaving the buyer with \$900 that is used to purchase inventory from the seller.
seller_ecpm	money	$(\text{seller_revenue} / \text{imps_delivered}) * 1000$	The seller's revenue expressed in eCPM.
seller_revenue_seller_curr	money	seller_revenue, expressed in the seller's currency.	The seller's revenue per impression in their selected currency. For a list of supported currencies, see Supported Currencies .
seller_ecpm_seller_curr	money	$(\text{seller_revenue} / \text{imps_delivered}) * 1000$, expressed in the seller's currency.	The seller's revenue expressed in eCPM, in the seller's selected currency. For a list of supported currencies, see Supported Currencies .
imps_viewed	int	imps_viewed	The number of measured impressions that were viewable, per the IAB Viewability definition, which states that an impression is viewable if 50% of the pixels are in-view during 1 consecutive second.
view_measured_imps	int	view_measured_imps	The total number of impressions that were measured for viewability.
view_rate	double	view_rate	The percentage of impressions that were viewable out of the total number of impressions measured for viewability. (Viewed Imps / View Measured Imps)
view_measurable_rate	double	view_measurable_rate	The percentage of impressions measured for viewability out of the total number of impressions. (View Measured Imps / Imps)

Example

>> 1. Create the JSON-formatted report request

The JSON file should include the `report_type` "platform_seller", as well as the `columns` (dimensions and metrics) and `report_interval` that you want to retrieve. You can also filters for specific dimensions, define granularity (year, month, day), and specify the format in which the data should be returned (csv, excel, or html). For a full explanation of fields that can be included in the JSON file, see the [Reporting Service](#).

```
$ cat report

{
  "report": {
    "report_type": "platform_seller",
    "timezone": "PST",
    "report_interval": "last_7_days",
    "name": "SSP Monthly Buyer Report",
    "columns": [
      "day",
      "seller_member",
      "publisher_id",
      "publisher_name",
      "publisher_code",
      "buyer_member_id",
      "buyer_member_name",
      "imps",
      "imps_delivered",
      "seller_revenue",
      "buyer_spend"
    ]
  }
}
```

To order by day, insert this object into your json file after the "columns" array:

```
"orders": ["day"]
```

>> 2. POST the request to the Reporting Service

```
$ curl -b cookies -c cookies -X POST -d @report 'https://api.adnxs.com/report'
{
  "response": {
    "status": "OK",
    "report_id": "bfe2ba2ea54a51115db942d591a7b5d9",
  }
}
```

>> 3. GET the report status from the Report Service

Make a GET call with the Report ID to retrieve the status of the report. Continue making this GET call until the `execution_status` is "ready". Then use the **report-download** service to save the report data to a file, as described in the next step.

```
$ curl -b cookies -c cookies
'https://api.adnxs.com/report?id=bfe2ba2ea54a51115db942d591a7b5d9'
{
  "response":{
    "status": "OK",
    "report":{
      "name": null,
      "created_on": "2010-05-25 19:19:53",
      "url": "report-download?id=bfe2ba2ea54a51115db942d591a7b5d9"
    },
    "execution_status": "ready"
  }
}
```

>> 4. GET the report data from the Report Download Service

To download the report data to a file, make another GET call with the Report ID, but this time to the **report-download** service. You can find the service and Report ID in the `url` field of the previous GET response. When identifying the file that you want to save to, be sure to use the file extension of the `format` that you specified in your initial POST.

If an error occurs during download, the response header will include an HTTP error code and message. Use `-i` or `-v` in your call to expose the response header.

```
$ curl -b cookies -c cookies
'https://api.adnxs.com/report?id=bfe2ba2ea54a51115db942d591a7b5d9' > report.csv
```

Use the id that was given in the response from when you initially posted the report.

Schedule a frequently run report

You can schedule reports that you would like to pull regularly. See the [Saved Report Service](#) for more information.

Related Topics

- [Report Service](#)
- [Completed Creative Audits Report](#)
- [Platform Buyer Report](#)
- [Bidder Billing Report](#)
- [Seller Platform Billing Report](#)
- [Inventory Availability Reporting](#)
- [Reporting Timezones](#)
- [Saved Report Service](#)